

## THEME VIDEO IN ACTION

Last year, Community Awareness Projects found a variety of uses for the Theme Video in their outreach efforts. As you plan your 2017 NCVRW campaigns, you might find some of the following suggestions helpful:

### Planning

- Brainstorm with your planning team and partners on how to build your NCVRW campaign message and how to best use the Theme Video in your outreach appeals.
- Show the Theme Video to your staff to prepare them for NCVRW activities.
- Use the Theme Video to train and build awareness among your volunteers and interns as well as to educate local students about your organization's role in building a strong and resilient community.

### Web Outreach

- Embed the Theme Video in your organization's website.
- Post a link on your site to the Theme Video on the [OVC website](#) or [OVC YouTube channel](#).
- Link to the Theme Video in your social media outreach.
- Produce a localized NCVRW public service announcement to post on your website or use at presentations.

### Ceremonies and Events

- Show the Theme Video at the beginning of your community's candlelight ceremony.
- Open your NCVRW kickoff ceremony with the Theme Video, and ask your speakers to focus their comments on the key video messages—*Strength. Resilience. Justice.*
- Project the Theme Video on a large screen, to run repeatedly before and after your NCVRW events.

### Presentations

- Edit the Theme Video to include personal accounts by local victims and survivors and offer the customized video to local advocates or educators for presentations in schools and neighborhoods to demonstrate the impact of crime.
- Present the Theme Video at an educational open house or informational meeting.

The Theme Video is available for viewing or download at [www.ovc.gov/ncvrw2017](http://www.ovc.gov/ncvrw2017).